

# THE ATARI® ACCOUNTANT.™ THE EASY WAY TO MAKE YOUR BUSINESS LIKE



AS OF  
10/10/80

THE ACTION SALES CO

GENERAL LEDGER

PAGE 1

ACCT NO	ACCOUNT NAME	FOLIO	BALANCE FORWARD	CURRENT MONTH	BALANCE
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AS OF  
10/10/80

THE ACTION SALES CO  
MONTHLY PAYROLL REGISTER

PAGE 1

17.85

EMPLOYEE NO NAME	FOLIO	G/L ACCT	BALANCE FORWARD	CURRENT MONTH	BALANCE
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AS OF  
10/10/80

THE ACTION SALES CO  
ACCOUNTS PAYABLE LEDGER

PAGE 1

ACCT NO	ACCOUNT NAME	FOLIO	BALANCE FORWARD	CURRENT MONTH	BALANCE
				3.60	
				3.77-	
				3.69-	
				.14	
			416.18-		84
			189.60-		50
				.60	
				.77-	
				.69-	90
				.14	

1 ACCESSORIES R US

AS OF  
10/10/80

THE ACTION SALES CO  
ACCOUNTS RECEIVABLE LEDGER

PAGE 1

ACCT NO	ACCOUNT NAME	FOLIO	BALANCE FORWARD	CURRENT MONTH	BALANCE
			98.62		
				9.66-	

THE ACTION SALES CO  
PROFIT AND LOSS STATEMENT  
OCTOBER 31, 1980

CURRENT	%	YEAR-TO-DATE	%
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1	BROWN,
2	ANGEL,
3	PARKS,
4	CHRIS
5	REYNOLDS INVO.
6	ROMA
7	JOHN
8	DAVE
9	MO
10	DAVE
11	
12	
13	
14	
15	TOTALS
16	PROFIT <LOSS>
17	OTHER INCOME OFFICE RENTAL OTHER INCOME
18	TOTALS
19	NET PROFIT <LOSS>

INCOME  
SALES  
COST OF SALES  
COST OF SALES  
GROSS PROFIT  
EXPENSES  
SALARIES AND WAGES  
FRANCHISE FEES  
LAUNDRY AND UNIFORMS  
CASH OVER/SHORT  
RENT  
UTILITIES  
TELEPHONE  
GARBAGE SERVICE  
REPAIRS AND MAINTENANCE  
PAYROLL TAXES  
SUPPLIES  
INTEREST EXPENSE  
INSURANCE  
LEGAL AND PROFESSIONAL  
POSTAGE AND OFFICE SUPPLIES  
MACHINERY AND EQUIP. RENTAL  
HOSPITALIZATION INSURANCE  
LOSSES ON BAD CHECKS  
SECURITY EXPENSE  
DEPRECIATION  
MISCELLANEOUS EXPENSE

ASSETS  
CURRENT ASSETS  
CASH ON HAND  
CASH ON DEPOSIT  
ACCOUNTS RECEIVABLE  
EMPLOYEE ADVANCES  
INVENTORY  
TOTAL CURRENT ASSETS  
FIXED ASSETS  
MACHINERY AND EQUIPMENT  
ACCUMULATED DEPRECIATION  
TOTAL FIXED ASSETS  
OTHER ASSETS  
DEPOSITS  
FRANCHISE FEES  
PREPAID RENT  
PREPAID INTEREST  
TOTAL OTHER ASSETS  
TOTAL ASSETS

LIABILITIES  
CURRENT LIABILITIES  
ACCOUNTS PAYABLE  
SALES TAX PAYABLE  
FICA PAYABLE  
WITHHOLDING TAX PAYABLE  
TOTAL CURRENT LIABILITIES  
LONG TERM LIABILITIES  
NOTES PAYABLE  
TOTAL LIABILITIES

CAPITAL  
CAPITAL STOCK  
RETAINED EARNINGS  
TOTAL CAPITAL  
TOTAL LIABILITIES & CAPITAL

416.54	
8,535.30	
2,766.24	
574.50	
20,235.00	32,527.58
51,684.49	
<3,356.90>	48,327.59
7,466.58	
5,500.00	
1,500.00	
12,068.00	26,534.58
	107,389.75
	=====
3,085.95	
1,078.90	
173.76	
251.98	4,590.
68,386.67	72,977
24,499.92	
9,912.57	34,
	107

# The ATARI® Accountant.™

COMPUTERIZED ACCOUNTING FOR SMALL BUSINESSES.

## THE ATARI ACCOUNTANT

As recently as 1975, a computer with the computing ability of the ATARI 800™ would have cost upwards of \$50,000. And the software needed for accounting purposes could easily have doubled the price. Yet today, you can buy the ATARI Accountant with either the General Accounting System, Accounts Receivable System or Inventory Control System for an affordable price.

For years, ATARI has been putting easy-to-use computing power in the hands of consumers. First, with ATARI games. Then, with the powerful ATARI personal computers. Now, with the ATARI Accountant...an uncomplicated accounting system for small businesses. A system you don't have to be a computer professional or accountant to operate.

What's more, you're not likely to outgrow your ATARI Accountant. It's built to expand as your business grows. There are three accounting systems currently available. Each can operate as an individual package or be combined with other packages to form a system that meets your needs.

### General Accounting System

All that many businesses will need. It includes everything from balance sheets and P&L statements to subsidiary ledgers for accounts receivable, accounts payable, and payroll.

### Accounts Receivable System

A package for businesses with a large volume of accounts or requiring an open-item system.

### Inventory Control System

Allows you to monitor a large or rapidly turning inventory, and process invoices and purchase orders automatically.

### DESIGNED BY BUSINESS PEOPLE FOR BUSINESS PEOPLE.

The ATARI Accountant is a system designed by people who know the needs of small businesses...not by computer engineers. In operation, it is simple and straightforward. Yet, it offers all the tools and reports necessary for sound business management. Complete directions and manuals accompany the system to help you make the transition between manual bookkeeping methods or service bureaus and the ATARI Accountant. The tutorial "Accounting Primer Manual" was written by Arthur Young & Company, one of America's largest accounting firms.

### MORE ACCURACY. LESS TIME.

The ATARI Accountant dramatically reduces clerical time. Posting and updating are automatic. Redundant writing, calculating and data entry are eliminated. Built-in error checking features verify the accuracy of data. Financial statements, journals, ledgers, vendor and customer lists, checks mailing labels and account statements are printed as you need them. And, with the ATARI Accountant, your month-end closing is automatic. Trial balances are done in minutes. Processing errors are eliminated. Double entry accounting assures that debits and credits are automatically updated, and that company books are always in balance. In short, the ATARI

Accountant increases speed and accuracy while dramatically decreasing bookkeeping time requirements.

### COMPUTERIZED ACCOUNTING FOR NON-ACCOUNTANTS.

Even though the ATARI Accountant provides many sophisticated computerized accounting features, you don't have to be an accountant or a computer expert to use it effectively. You're guided through the system by detailed manuals and displayed "menus" which guide you every step of the way. Just select the journal you want to update or print out. The computerized system all but eliminates arithmetic calculations. That means considerably less time spent entering and calculating data. In fact, computer processing speed has been optimized for your convenience. No need to be idle while waiting through inordinate processing periods as with other computerized accounting systems.

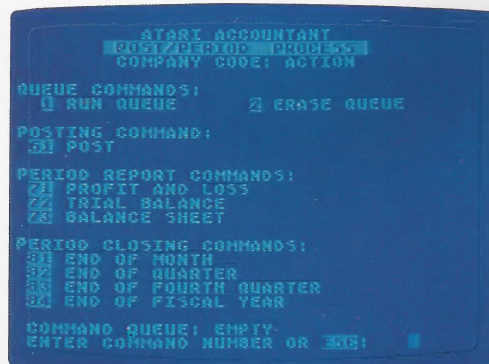
There's even a toll free number you can call to have your questions answered.

### BUILT-IN FEATURES.

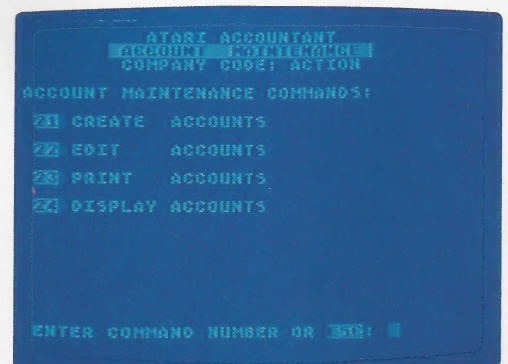
- Minimizes data entry time.
- Validates all data during input, warning you of errors.
- Maintains a complete audit trail of all transactions.
- Produces reports as current as the last transaction.
- Lets you change the structure of the system to reflect changes within your business.

### A BUILDING BLOCK SYSTEM.

Buy only what you need today. Expand



GENERAL ACCOUNTING SYSTEM



ACCOUNTS RECEIVABLE SYSTEM

your ATARI Accountant system as your needs dictate. Start with any package and add any other when and as you need it.

### General Accounting System

This is all many small businesses will need. The General Accounting System can be tailored to your needs, processing 50 to 750 general ledger accounts and up to 2,700 journal entry transactions per month. All bookkeeping entries are made into customized journals to produce a number of financial statements and reports automatically, such as:

#### Journals

- General journal
- Cash disbursement journal
- Invoice register
- Cash receipts journal
- Cash sales journal
- Merchandise purchases journal

#### Reports

- Balance sheet
- Profit and loss statement for up to 10 departments or branches
- General ledger
- Accounts receivable ledger
- Accounts payable ledger
- Payroll ledger including monthly, quarterly and year-to-date summaries.

### Accounts Receivable System

This accounting program is specifically designed for businesses with a large number of customers or individual receivables. It processes up to 300 customers and 1,200 receivable transactions per month.

- Open item or balance forward bookkeeping
- Descriptive statement option
- Aged trial balance
- Printing of aged customer statements
- Customer credit analysis
- Past due notices and report
- Mailing labels



- Customer list
- Interfaces automatically with the General Accounting System and/or the Inventory Control System

### Inventory Control System

For businesses that carry a large or rapidly changing inventory this package is capable of tracking up to 1,000 individual inventory items. Its features include:

- Choice of LIFO, FIFO or averaging methods of costing inventory
- Printing of purchase orders, invoices, and packing slips
- Tracking of minimal and economical ordering quantities, or backordered merchandise
- Listing inventory by number or department
- Printing of coded price labels
- Updates accounts payable as merchandise is received
- Interfaces automatically with the General Accounting System and/or the Accounts Receivable System

### THE ATARI ACCOUNTANT CONSISTS OF:

- GENERAL ACCOUNTING SYSTEM (CX 401)
- ACCOUNTS RECEIVABLE SYSTEM (CX 402)
- INVENTORY CONTROL SYSTEM (CX 403)

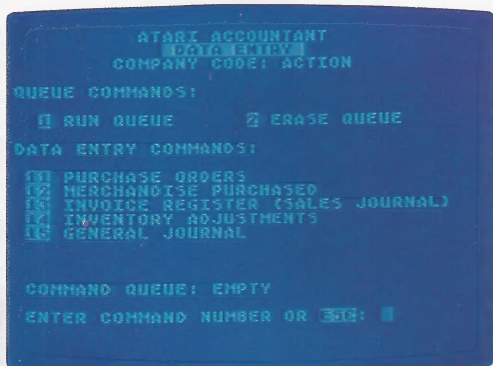
The entire ATARI Personal Computer System with the ATARI Accountant fits on a desktop and works with either a standard television or monitor.

### THE ATARI ACCOUNTANT REQUIRES:

- The ATARI 800™ Personal Computer System with 48K memory (RAM)
- The ATARI 815™ Dual Disk Drive
- The ATARI 825™ 80-column Printer
- The ATARI 850™ Interface Module
- Standard T.V. or Video Monitor

### THE RIGHT SYSTEM. THE RIGHT TIME. THE RIGHT PRICE.

The ATARI Accountant brings the price of computerized accounting within the reach of most small businesses. And considering the financial options, investment tax credit and time saving, the ATARI Accountant could easily pay for itself in the first year of operation. But price and time saving aside, up-to-the-minute financial data could mean the difference between profit and loss for many small businesses. And that's the best reason of all to bring your business into the computer age with ATARI Accountant.



INVENTORY CONTROL SYSTEM

# Big business management tools for smaller businesses.

It's no secret that businesses have grown with the help of computers. But until recently, the advantages of computerized accounts management have been beyond the financial reach of smaller businesses.

Today, small businesses can have the computerized financial management tools that are routine in most of the world's larger corporations:

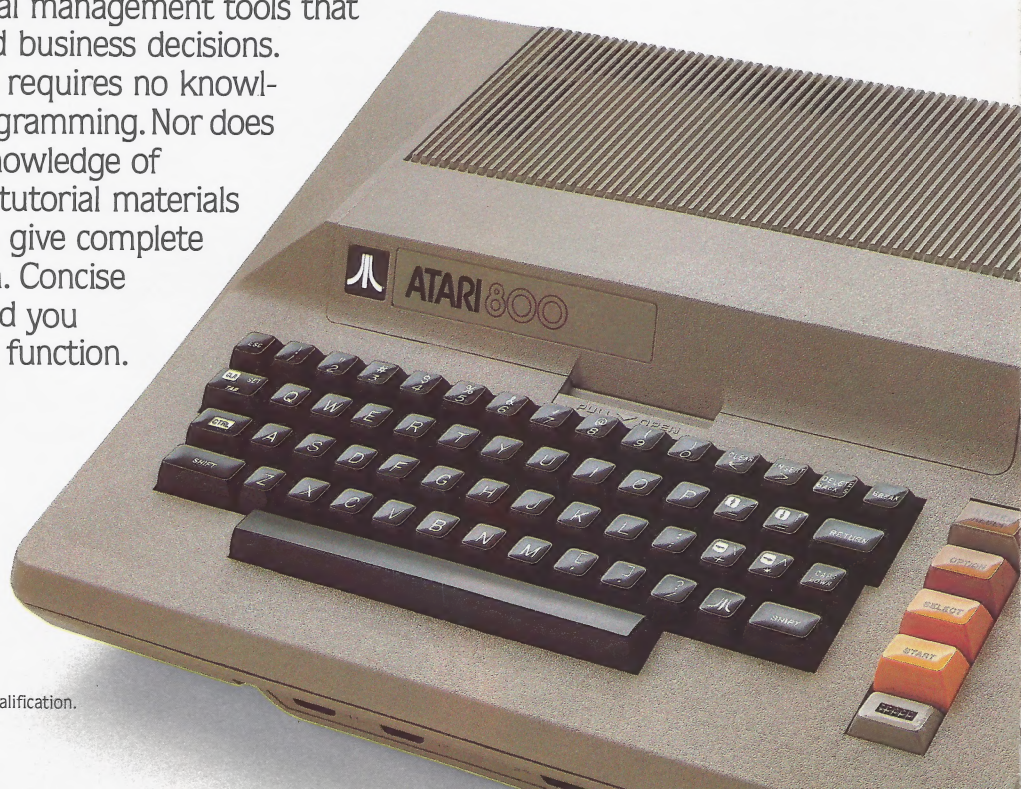
- Analyze a balance sheet and P&L statement as current as your last transaction.
- Study aging reports and credit analyses prior to producing customer statements.
- Know your inventory levels and cost at all times.

The ATARI® Accountant™ is a family of computerized accounting programs addressing specific business needs. The system of your choice — General Accounting System, Accounts Receivable System or Inventory Control System — with all the necessary equipment, manuals, and training materials, costs less than \$5,500.00. You can add any other system at a cost of a few hundred dollars each. And, it qualifies for investment tax credit.\*

The ATARI Accountant gives you the financial information you need to make intelligent decisions concerning your business. At the same time, it vastly reduces the amount of manual bookkeeping involved in a small business, while increasing the accuracy and timeliness of journals and reports.

What you get is a day-by-day financial overview of your business — factual financial management tools that can help you make sound business decisions.

The ATARI Accountant requires no knowledge of computers or programming. Nor does it require an extensive knowledge of accounting. Manuals and tutorial materials included with the system give complete instructions for operation. Concise screen "prompts" will lead you through each accounting function.



\*See your tax consultant to determine your qualification.

# ATARI® Personal Computer Systems.

DESIGNED FOR THE GROWING BUSINESS OF GROWING BUSINESSES.

As your business grows, your ATARI Personal Computer System will grow with you. ATARI's growing library of business-oriented software includes:

- The ATARI Word Processor. Software that allows you to eliminate many repetitive and time-consuming typing tasks yet turn out professional, error free documents.
- Information and communications software. Electronic mail, remote communication with other computers, access to news and wire services are just a few features of the package.
- VisiCalc®: A program that allows you to do accurate, "What if" business analysis and forecasting.

## AMERICAN TECHNOLOGY.

For years, ATARI, a subsidiary of Warner Communications, has been putting computer power in the hands of the general public. First, with sophisticated computer games. Then, with the ATARI personal computers, small easy-to-use computers which have found ready acceptance in the home, classroom, business and office. Now, ATARI has introduced a computerized accounting system for small businesses: The ATARI

Accountant, a system so easy to operate that you need not be an accountant or computer expert to use it.

## QUALITY AND RELIABILITY PLUS NATIONWIDE SUPPORT.

Before you buy an ATARI product or system, it has been subjected to extensive testing and inspection. That means you can expect your ATARI products to operate reliably. But if anything ever does go wrong, ATARI's nationwide network of authorized service centers can put it right...promptly and economically.

## THE ATARI ACCOUNTANT™

ATARI Personal Computer Systems, software and peripherals are available at your authorized ATARI Dealer.

ATARI reserves the right to make changes in materials and specifications without notice.

Call toll-free 800-538-8547 (In Calif. 800-672-1404) for the name of your nearest ATARI dealer.

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COMPUTERS FOR PEOPLE™

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